






## Welcome to New Tactics “Strategy Toolkit”

New Tactics has developed this material to provide you with our **5 Steps to Strategic Effectiveness Method** for building strategic thinking and tactical innovation. Human Rights advocates around the world have shared that the New Tactics method has been very useful to build their strategy and identify, develop and adapt innovative tactics to address the broadest range of human rights issue areas – from gender to the environment, from poverty to globalization, from education to livelihood. This resource has been developed primarily for human rights advocates, their organizations, coalitions, and networks to help better understand the importance and need for strategic thinking and to provide tools to help examine and determine what tactics might best help advance efforts to make change.

Following an overview of the New Tactics **5 Steps to Strategic Effectiveness Method**, the information in the toolkit is divided into the following sections:

-  1 – Identify the Problem
-  2 – Create a Vision
-  3 – Map the Terrain
-  4 – Explore Tactics
-  5 – Take Action



Each section contains a variety of materials, including:

- A *methodology* section which provides an overview and the rationale for each step and a list of *training objectives* to help focus the approach to each step; and a “*Spotlight*” *application example*, using the work of existing advocacy groups and organizations to highlight the importance of each step.
- Detailed *exercise guides* containing brief overviews of the exercise’s methodology, a set of objectives, steps for getting ready, notes for the facilitator, a description of each step of the group activity, notes for facilitators to guide the group in reflection and sharing.
- *Worksheets* for participants to accompany the exercises.

The **5 Steps to Strategic Effectiveness Method** is meant to be revisited frequently throughout your group’s activism. As you move forward with your advocacy work, it is necessary to revisit each step to see how the developed action plan impacts the problem itself. Use this step-by-step guide to continually identify the ever-changing relationships and context regarding your human rights issue.

New Tactics in Human Rights is a program of **The Center for Victims of Torture**

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